

Evaluation of Marketing standards

CDG Animal Products

Milk

17 October 2017

Main steps

1. **Evaluation roadmap** published for feedback: 29/06 – 27/07 2017
2. **Evaluation work: Data collection and analysis by an independent evaluator**
3. **Stakeholders consultation**
4. **Evaluation report and the Commission Staff Working Document (SWD)** (end of 2018/beginning of 2019)

Evaluation Roadmap

presents purpose, content and scope of the evaluation

Purpose:

To determine to what extent the EU marketing standards for food products are delivering to achieve the fixed objectives and are useful in this sense for the stakeholders (consumers, producers, traders, packers, retailers)

Content:

The Common Market Organisation (CMO Regulation)

CMO secondary legislation

"Breakfast Directives"

Scope:

The evaluation will assess the effectiveness, efficiency, coherence, relevance and EU added value of the marketing standards

Evaluation Roadmap

was publicly available on-line (29/06-27/07) for stakeholders comments:

http://ec.europa.eu/info/law/better-regulation/initiatives/ares-2017-3244337_en

18 contributions were received, including 2 concerning dairy sector:

- EDA – European Dairy Association
- EVU – European Vegetarian Union

Feedback received - Dairy

European Dairy Association:

- Requests the inclusion in the scope of the evaluation of the possibility for establishing an EU definition of cheese and processed cheese

European Vegetarian Union:

- Suggests assessing whether rules on product denomination are still warranted. Concerning dairy, limiting terms like "milk" or "yoghurt" to produce of animal origin should be reconsidered.

- Commission Decision 2010/791/EU should be added to the scope of the evaluation

Evaluation work

- Evaluator will carry out its work in line with the technical specifications (e.g.: collect and analyse the evidence, answer a set of evaluation questions, draw conclusions and identify policy implications or recommendations)
- Evaluator can rely on regular feedback from an interservice steering group, which also assures that the contractor has access to the info available in the Commission
- Evidently, a lot of information is available elsewhere, and we hope also members of this group are willing to provide input for the evaluation.

Stakeholders consultation

A broad, 12 week internet based public consultation is a standard element for evaluations:

- covering main elements of the evaluation;
- accessible on Your Voice in Europe:

http://ec.europa.eu/yourvoice/consultations/index_en.htm.

Stakeholders registered in the Transparency Register or the Notifications system of the Commission:

<https://webgate.ec.europa.eu/notifications/homePage.do?locale=en>
will be automatically alerted of the public consultation.

Evaluation report and the Commission Staff Working Document (SWD)

At the end of the evaluation process, the Commission will publish the relevant documents:

http://ec.europa.eu/agriculture/evaluation/market-and-income-reports_en

The Commission will disseminate the evaluation findings and encourage active discussion and debate on the findings with stakeholders.

The Commission will identify any appropriate follow-up actions to put into practice the lessons learned and feed the evaluation findings into the next step of the decision making cycle.